



# GET READY, SANTA BARBARA!

*Increasing emergency awareness and preparedness in our community*

## National Preparedness Month

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The goal of National Preparedness Month is to increase the overall number of individuals, families, and communities that engage in preparedness actions at home, work, businesses, school, and place of worship.

This year's theme is "You Can Be the Hero." Preparedness is an individual responsibility. The better prepared you are, the more likely you are to save a life.

#### Barriers to Preparedness Includes:

- Apathy – "It won't happen here."
- Fatalism – "Whatever I do won't make a difference in the event of a big disaster."
- Not on my radar – "I just haven't thought about it."
- Avoidance – "I don't like to think about it"
- Lack of Information – "I don't know how to do this."
- Lack of resources – "I don't have the money/time." I'm unable to do this."

Don't let these barriers stop you; do the basics:

- Stay informed about the types of emergencies that can occur and know the appropriate response
- Make a Family Emergency Plan [www.Ready.gov/make-a-plan](http://www.Ready.gov/make-a-plan)
- Build a Kit [www.Ready.gov/build-a-kit](http://www.Ready.gov/build-a-kit)
- Get Involved <http://www.ready.gov/get-involved>



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Preparedness is an individual responsibility. The likelihood that you and your family will recover from a disaster or emergency event tomorrow often depends on the planning and preparation done today. Following a major disaster or emergency event, first responders may not be able reach you. Factors such as number of injuries, communication failures and even road blockages can prevent people from receiving emergency services they have come to expect at a moment's notice.

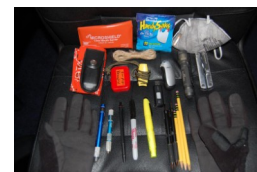
This is why being prepared is so important. Being responsible for knowing what to do before, during and after a disaster enables you to stay safe during the event and allows first responders to assist those in greatest need.

Self-reliance extends to helping neighbors and friends. Data shows 90 percent of disaster survivors are rescued by a neighbor. Talk to your neighbors and plan for how you will work together to ensure everyone stays safe in the event of an emergency. **Be a preparedness hero in your community!**

## 12-Months to Preparedness

### Take a trip to the hardware store!

Use the month of September to add a few more odds and ends from the hardware store to your kit. Specifically the following: gloves (preferably non-latex gloves as many people have latex allergies), N-95 particulate masks (at least one for every member of your family), a rust-proof wrench (to turn off utilities), a knife (something sturdy, rust-proof and compact ideally) and a length of small twine or cord. Store your gloves in multiple zip top bags and consider putting at least a pair or two in your car for roadside emergencies (everything from fixing a flat, to attending to an injured person after an accident). Particulate masks are especially important to obtain if you or a member of your family has allergies or medical conditions that affect breathing—ash from fires and dust from rubble can be problematic.



### Practice your plan and quiz the family!

We're closing in on the end of year and it was way back in February that you developed a family plan so this month practice it again. Quiz your spouse, roommate, or kids on the plan AND your emergency contacts. Kids, especially young ones, may know who to call, but not the number. Make sure they, and the rest of the family, know the number (not just have it stored in a cell phone). Take this opportunity to discuss anything that was forgotten or can be improved!

### Upcoming Issues

October  
Terrorism



NOVEMBER  
Implementing your plan



DECEMBER  
Know Your Neighbor



2014!

JANUARY  
Floods



## Disaster Psychology



Anger and depression can be symptoms of psychological trauma



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**Being an empathetic listener is probably the most important factor in providing psychological support.**

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When disaster strikes, physical assistance may be only part of what survivors need. "Psychological First Aid" for disaster-induced stress and trauma may also be required.

*Severe cases will require the assistance of a mental health professional. For many, however, the best medicine you can provide may be a sympathetic ear.*

**Disaster-induced stress and trauma are "normal" reactions to an "abnormal" situation.**

Disaster survivors normally experience a range of psychological and physiological reactions. Survivors' reactions may become more intense as the amount of disruption to their lives increases. Strength and type of reaction varies with each person and depends upon several factors:

- Prior experience with the same or a similar event
- The intensity of the disruption
- The emotional strength of the individual
- Individual feelings that there is no escape, which sets the stage for panic
- The length of time that has elapsed since the event occurred

**Survivors may go through distinct emotional phases following a disaster:**

- In the **impact phase**, survivors do not panic and may, in fact, show no emotion. They do what they must to respond to the situation and keep themselves and their families alive.
- In the **inventory phase**, which immediately follows the event, survivors assess damage and try to locate other survivors. During this phase, routine social ties tend to be discarded in favor of the more functional relationships required for initial response activities such as searching out family members and seeking medical assistance.
- In the **rescue phase**, emergency services personnel are responding and survivors take direction from these groups without protest. They trust that rescuers will address their needs and that they can then put their lives back together quickly.
- In the **recovery phase**, survivors may believe that rescue efforts are not proceeding quickly enough. That feeling, combined with other emotional stressors (e.g., dealing with insurance adjusters and living in temporary accommodations), may cause survivors to pull together *against* those who are trying to help them.

**Pre-empt some of the symptoms by taking good care of yourself!**

- Try to rest a bit more.
- Eat well-balanced and regular meals (even when you don't feel like it).
- Try to keep a reasonable level of activity - physical activity is often helpful.

- Reestablish a normal schedule as soon as possible. Fight against boredom.
- If you are alone, have someone stay with you for at least a few hours or periods of a day.
- Recurring thoughts, dreams, or flashbacks are normal - don't try to fight them. They'll decrease over time and become less painful.

**Post-event psychological and physiological symptoms:**

Psychological Symptoms:

- Irritability or anger
- Feelings of helplessness
- Self-blame, blaming others
- Concentration or memory problems
- Isolation, withdrawal
- Sadness, depression, grief
- Fear of recurrence
- Denial
- Feeling stunned, numb or overwhelmed
- Mood Swing
- Relationship conflicts/marital discord

Physiological Symptoms:

- Loss of appetite
- Hyperactivity
- Headaches, chest pain
- Diarrhea, stomach pain, nausea
- Nightmares
- Diarrhea, stomach pain, nausea
- Inability to sleep
- Increase in alcohol or drug consumption
- Fatigue, low energy

The intensity, timing, and duration of these responses will vary from person to person. They may be: acute or mild, immediate and/or delayed, cumulative in intensity.

**Emotional First Aid for Survivors:**

Using these techniques will provide the survivor the initial comfort and support he/she needs in taking the first step toward recovery.

- **Establish Rapport.** Talk to the person. Encourage him or her to talk about his/her feelings as well as their physical needs.
- **Listen.** If the person has something to say, take the time to listen.
- **Empathize.** Show through your response that you understand the person's concerns or worries and that such feelings are to be expected.
- **Provide Confidentiality.** Respect the person's confidence. Don't repeat personal information to other people.
- Some of the following may also help to alleviate the emotional pain of a traumatic event:
  - Spend time with the traumatized person.
  - Reassure them that they are safe.
  - Offer your assistance even if they have not asked for help.
  - Don't take their anger or other feelings personally.

## Santa Barbara History—The 1970 Isla Vista riots

The night of Feb. 25, 1970, was the first of three riots that shook UCSB and Isla Vista (IV) in the spring and winter of that year.

According to UCSB's [The Bottom Line](#), dated November 7, 2012, "The surge of activism in IV and on campus was motivated by national as well as local concerns. In the late 1960s and early 1970s, America was going through a full-fledged social crisis in which many structures of authority and order appeared to be breaking down; there were massive protests against the Vietnam War, increasing violence surrounding the civil rights movement and uncontrollable urban unrest. Young people, who were central to these movements, were simultaneously incubating a decidedly anti-authoritarian counterculture that challenged established values and lifestyles. To many, the whole edifice of American life appeared to be crumbling."

In addition, curfews were established in campuses like UCSB, which were highly unpopular amongst students. Then there was the tension between the Sheriff's Department and the students due to drug enforcement policies.

### The Riot

On February 25, after the arrest of an African-American activist, chaos exploded: fires, arrests and confrontation between law enforcement and students erupted. The Bank of America branch

burning became the icon of this event. Four days later and only after the National Guard intervened, a truce was temporarily obtained.

There would be two additional outbursts, one on April 18th, which included the shooting of a student volunteering to put out fires, and another one on June 7th.

### Remember

Even though civil unrest can strike any part of the country it is perhaps the most straightforward to avoid. So how exactly do you avoid getting swept up in any type of civil unrest? One way is to keep an eye on local and national news. Civil unrest can occur from a planned protest or event; even a peaceful protest can become violent. So, if you are not involved stay away.

While there are many disaster scenarios that we can do very little to steer clear of, civil unrest is one situation that with good situational awareness we can avoid altogether.

For more information on the 1970 Riots [click here](#).

*Do you have some Santa Barbara history you want to share? Maybe you have some interesting family history you want to share or maybe you have a question about something. We want to hear it! Send us your stories of, or questions about, Santa Barbara history to [PRomero@SantaBarbaraCa.gov](mailto:PRomero@SantaBarbaraCa.gov)*



One of the Sheriff's vehicles was attacked. Gasoline was poured on one of its tires and ignited



Students set up barricades to prevent police from returning to Isla Vista

## Disaster Psychology (cont)

If the symptoms described on page 2 are severe, or if they last longer than six weeks, the traumatized person may need professional counseling.

### What not to say

When providing support to a survivor, you should avoid saying the following phrases, which can be misinterpreted:

- **"I understand."** In most situations we cannot understand unless we have had the same experience.
- **"Don't feel bad."** The survivor has a right to feel bad and will need time to feel differently.
- **"You're strong" or "You'll get through this."** Many survivors do not feel strong and question if they will recover from the loss.
- **"Don't cry."** It is okay to cry.
- **"It's God's will."** With a person you do not know, giving religious meaning to an event may insult or anger the person
- **"It could be worse." "At least you still have..." or "Everything will be okay."** It is up to the individual to decide whether things could be worse or if everything can be okay.

These types of responses, rather than provide comfort, could elicit a strong negative response or distance the survivor from the listener. Remember it is okay to apologize if the survivor reacts negatively to something that was said.

### "Humanizing" the disaster response:

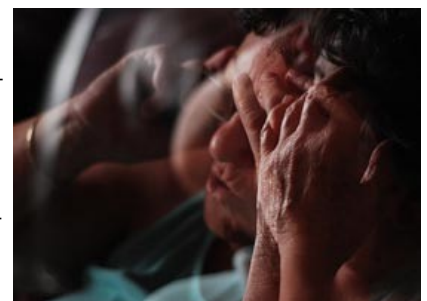
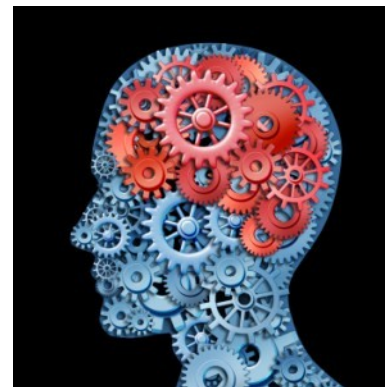
In the aftermath of a disaster, rescue operations can be more responsive to both the survivors' and rescuers' psychological needs if their feelings are recognized.

Psychologists encourage open, honest expression of emotions as a self-protection mechanism. To avoid "emotional overload," survivors and rescuers should be allowed to express their feelings openly, as long as doing so does not interfere with the rescue.

Remember that people react differently to traumatic stress based on a variety of mediating factors.

Lastly, the goal of Psychological First Aid is to stabilize the incident by stabilizing individuals. Be a support to the survivor by being an empathetic listener.

For more information on Psychological First Aid check out the Santa Barbara Response Network website at <http://sbresponsenetwork>.





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We're on the Web!

[www.santabarbaraca.gov/oes](http://www.santabarbaraca.gov/oes)

and

<https://www.facebook.com/CityofSBOES>

### September Challenge —

September is National Preparedness Month and there are "emergency" signs EVERYWHERE.

Often, people don't even notice the fire escape maps, the tsunami warnings, hazardous material placards or the flooding area signs in buildings, streets or vehicles.

This month OES is offering you a challenge and you could win a prize for this task. A prize will be awarded to 5 players. This prize announcement will occur on September 30th by 4:00 p.m.

Submissions will be judged by the following criteria:

- Creativity
- Most unique warning sign(s)
- Popularity or its "viral engagement"....does it engage other people?



**City News: A Time to Stop and Remember**—It's been twelve (12) years since 9/11 and eight (8) years since Katrina and many are still not prepared for a disaster. When looking at tornados, hurricanes, storms and even hail hitting parts of our country, not to mention the world, what do you think? Really? Did you know that since 9/11 and Katrina, only a small percent of American citizens in the United States are prepared for any type of disaster? There are many reason why people tend to procrastinate in getting prepared for a disaster (see front page for barriers). Are you part of the majority that have getting prepared on their "Lists of Things To Do"? Remember, now is the time to prepare, it doesn't have to be a large disaster for you to be affected. The one story I want to share with you is of a woman who lost everything in a small apartment fire. No insurance, all important papers lost and family that lived out of the state. She was alone and devastated. She was not prepared for this type of "disaster" to befall her. The American Red Cross was able to assist her with some things but not everything. So ask yourself...Are You Ready?



## Upcoming Events

### September 2013—National Preparedness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 <i>Labor Day</i> 	3	4	5	6 Movies at the Wharf 	7
8 <i>Grandparents Day</i> 	9 <i>Teddy Bear Day</i> 	10	11 <i>Patriot Day</i> 	12	13 Movies at the Wharf 	14
15 <i>Mexico's Independence Day</i> 	16	17 <i>Constitution Day</i> 	18 <i>National Cheeseburger Day</i> 	19	20 Movies at the Wharf 	21 <i>Coastal Clean-up Day</i> 
22	23	24	25	26	27	28 <i>AVP Beach Volleyball</i> 
29 <i>AVP Beach Volleyball</i> 	30					